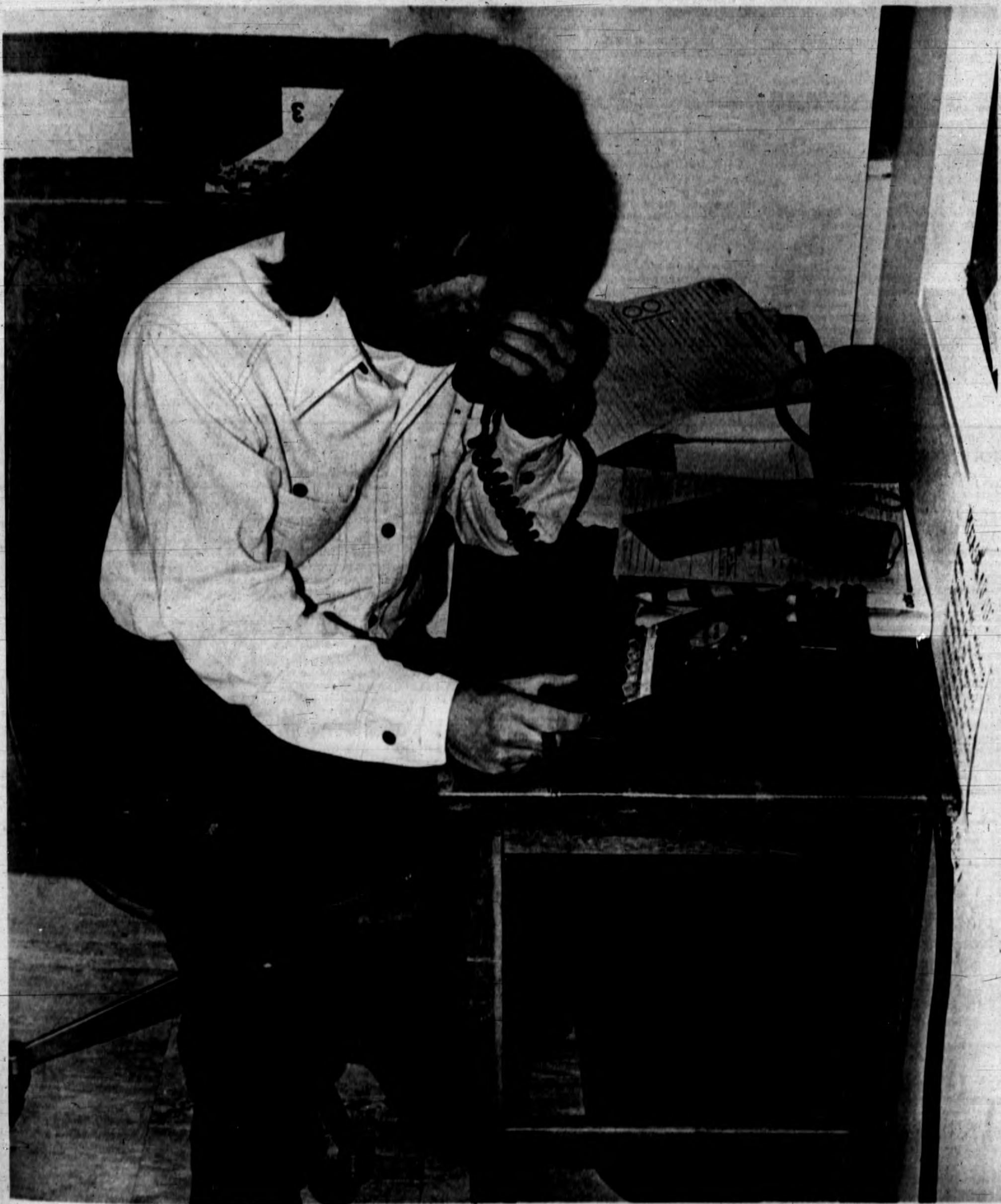


Mustang Daily

Volume 40 Number 65 California Polytechnic State University, San Luis Obispo Thursday February 26, 1976



Ken Gordon: He's got a plan to bring more shows to Cal Poly

Photo by Mark MacKinnon

Story on Page 4

A Living Memorial

The "Living People Plaza" planned by the University Union Board of Governors is intended to honor the memory of Americans who have died for their country during wars since World War II.

The UUBG wants to build the plaza between the second floor of the University Union and the Administration Building, where there is currently a concrete plinth.

Financing for the project would come from the War Memorial Fund, which was established by the Cal Poly Class of 1943.

As of December, 1975, the fund totaled \$6,575.88. The fund has increased through contributions over the years.

We have no quarrel with establishing a memorial to those who died defending their country. But we believe a more appropriate way to use the money would be to establish scholarship funds in the name of former Poly students who died during war-time. Their names are recorded on plaques on the wall of

the hallway of the Military Science Dept. on the ground floor of the Library.

The beneficiaries of the scholarships could be the dependents of servicemen killed in wartime or veterans attending Cal Poly.

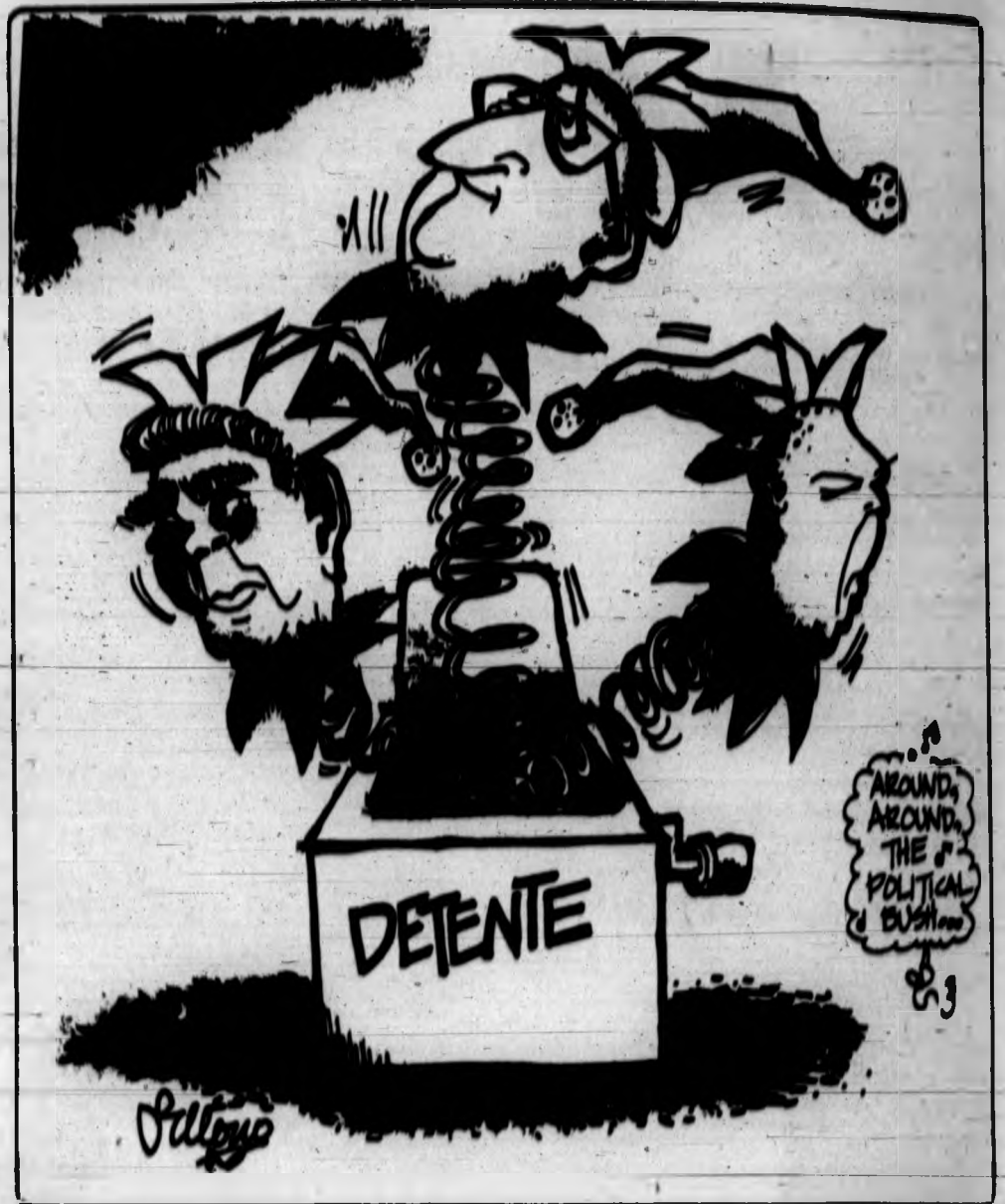
A story in the Mustang Daily pointed out the fund was originally intended to be used in the construction and equipping of the student union building. However, the University Union has changed since 1943 and it has other sources of income to support its needs.

UUBG Chairman Doug Jorgensen said in the Daily story that the intention of the board is to soften the impact of the appearance of the projected site of the plaza and make it enjoyable for the students. Spreading around plants, benches and a tree or fountain may look nice but it's meaningless as a memorial.

War memorials are a lot like Memorial Day. They're nice to have around but nobody gives much thought to what they are there for.

The UUBG wants a "Living People Plaza." Scholarships would be a "Living People" memorial.

C.B.



Story Rebutted

Editor:

This is a rebuttal to the story about my "Blat At Student Government" that was run on Monday, Feb. 23. The brief telephone interview that precipitated the article happened some weeks ago and was obviously rushed. Apparently the writer misunderstood my tone and emphasis, as well as some definite opinions.

I doubt I will have ample space to contest each and every point. And with the exception of what follows I deny and refute the whole content of the original story.

Almost every quote is totally false and/or grossly inaccurate in fact or mood and they do not represent the original interview.

I am somewhat incensed that something so inflammatory has arisen from such a casual conversation.

Although the major theme of the article (i.e. my radical reputation and opposition to many administrative policies) is correct, the crude terminology and manner in which

these attitudes are expressed seems base and inaccurate. The ideological difference between myself and some other students, faculty and administrators still exists — but debate is generally dignified by a tone of higher intellectual quality than that used in the earlier article.

There are (and were) many at Cal Poly that didn't agree with our ideas and program. (I was only a small part in this political adventure. Marianne Doahi and many others contributed as much as I did.)

However, a very large number of the STUDENT oriented programs and attitudes that have become a working reality in the last 20 years originated with the people working with us in 71-72. Does that sound like we weren't effective and "couldn't handle" the job?

You know from the drinking on campus hassle (we pushed that), dorm reform and the Gay Student's Union case (we initiated those) that Pres. Kennedy presides somewhat as a

Victorian father figure over his 16,000 children. It's a problem dealing with that but remember that he has a murderous job to do, and relies on a multitude of motivations when making decisions, a major one being the welfare of the students.

The "aggie" issue is always a delicate one. The vast majority of my opposition was from that (primarily) conservative area but aside from some outright rubbish generated by a few demented souls most of it was honest and conscientious (where would a democracy be without opposing viewpoints?).

It was a basic tenet of my administration to merge completely with all students and operate on an open and honest basis. We held bi-weekly public forums in the plaza, our doors were always open and we initiated an

era of progressive and active student government. The era didn't last long but our programs have. We welcomed all responsible opinions.

I have long enjoyed a friendship with the

current ANI president, Mike Hurtado. We do sometimes discuss student affairs and I am confident he is as interested in his constituents' welfare (in all respects) as I was. Very few are.

I actually think student government is far out (it can be a drag at times especially when you are losing) and very educational, but to make it really pay off for everyone involved you need sensitive, creative folks doing it to balance the junior Nixons you'll find crawling around looking for personal power.

Power to the people where it belongs.

Pete Evans

Editors' note: While we feel Evans should have the opportunity to express his opinions on the story written about him by staff writer Robin Harry in these columns, we still stand by the original story, Mustang Daily Feb. 10, in its entirety.

The Complete OLD FASHIONED HARDWARE

We have Buck, Case & Kober Knives

Farmer's Ace Hardware
581 Higuera S.L.O.
843-7102

LOTS OF FREE PARKING—NO HAZLE!



the bus stops

VW

Volkswagen & Peugeot Specialists
Complete Service & Repair
2809 McMillan Rd San Luis Obispo

544-9340

AL'S

DIVE GEAR
GLASS INFO

Pismo Beach
750 Price St.
772-4784
WED.

Mustang Daily

Co-editors
Fred Vulin
Pete King

Associate Editors
Steve Churm
Jim Sweeney
Connie Becchio
Janet McBrien

Publications Manager
Wayne Hollingshead

Photo Editor
Dan Courtice

National Affairs Editor
Mario Machado

Art Director
Paul Mono

Sports Editor
Jon Hastings

Circulation Manager
Mark Looker

Production Manager
Bob Craft

Foreman
Tom Davey

Web Manager
Ed Gilbert

Affiliated with Reader's Digest Fund and San Francisco Examiner Benefit Fund. Member California Intercollegiate Press Association.

DISCLAIMER: Advertising material is printed herein solely for informational purposes. Such printing is not to be construed as an expressed or implied endorsement or verification of such commercial ventures by the Associated Students, Inc. or the California Polytechnic State University, San Luis Obispo. (Office room 226, Graphic Arts Building.)

Published four times a week during the school year except holidays and exam periods by the Associated Students, Inc., California Polytechnic State University, San Luis Obispo, California. Printed by the students majoring in Graphic Communications. Opinions expressed in this paper in signed editorials and articles are the views of the writers and do not necessarily represent the opinions of the staff, or views of the Associated Students, Inc., nor official opinion.

Mostly fair through Friday. Occasional cloudiness tonight and tomorrow. Little temperature change.

Mustang Daily welcomes letters from all viewpoints. Length of letters should be limited to 150 words—typed and double spaced. Letters will not be published

without a signature and student I.D. number. We reserve the right to edit for libel and length. Sorry, but no poetry is accepted. Bring letters to Graphic Arts, Room 226.

Building Awaits Final Review

The proposed new Life Science building has one bureaucratic hurdle remaining before formal construction begins on the structure according to Executive Dean Douglas Gerard.

The final construction documents for the proposed \$6.25 million structure were approved earlier this month. The documents now go to the State Public Works Board for final review and approval later this week.

Gerard said he anticipates "no problems" in gaining approval, the final step before formal construction bidding begins.

If all goes according to schedule, construction on the building — to be located in the temporary staff parking lot north of the Science North — could begin as early as June.

Gerard said the building documents have already been approved by the State Fire Marshall and State Architecture Department.

Gerard's office also filed a "negative declaration" following an environmental impact evaluation report on the proposed structure.

"The impact information for the evaluation was prepared by the school and then sent to the Chancellor's office where our negative declaration was upheld," Gerard said.

The evaluation was not a formal Environmental Impact Report (EIR) according to Gerard because there will be no substantial impact on the campus from the construction of

the new building. The building will not "affect enrollment and the building has been a part of the campus master-plan for 10 years," Gerard said.

The building will be the final step in the relocation of the life science program. Upon completion of the structure — projected sometime in late 1978 — the remaining life science faculty and laboratories will be moved out of the main science building into the new Life Science building.

The interior of the main science building will then be modified for use solely by the "hard science disciplines" — chemistry and physics.

The new life science building — just under two acres in square footage — will provide three new lecture halls, 19 laboratories and 41 faculty office spaces.

If the construction documents are approved by the SPWB, formal bidding of the construction of the building will begin the first week in March.

"The bidding will last five to six weeks, ending sometime in mid-April. The awarding of the final bid "should take place three weeks following the closing of the bidding period," Gerard said.

Gerard speculates that the final cost of the building will run close to \$7 million. The increase from the original figure budgeted in the state 1975-76 state budget will be due to added design and contract costs from the contractor according to Gerard.

Relief Fund Drive Approaches Goal

The Guatemala Relief Fund drive here, now three-fifths of the way to its goal, is turning its energies to the solicitation of student clubs and off-campus service and civic organizations.

The drive ends Sunday.

Through manned collection tables on campus, and contributions in the mail, the fund has reached \$3,500.

Robert Bonds, adviser to the Student Community Services group coordinating the drive, says support of on-campus clubs and San Luis Obispo area service clubs could assure reaching the \$5,000 goal by deadline time.

Those wishing to donate to the fund, which is

channeled through CARE to provide relief to the victims of the Guatemala earthquake, may send their contribution to Guatemala Relief Fund, Cal Poly, San Luis Obispo, Calif., 93407.

Three thousand dollars of the money already collected is already in Guatemala at work helping relieve the suffering. The funds were transmitted by Bank of America directly to a CARE bank account in Guatemala City.

During a 10-year period, 25 Poly faculty and staff members have participated in U.S. Agency for Inter-

national Development programs designed to help the people of Guatemala improve their lot through better agriculture, better marketing and better education. Many Cal Poly alumni are among the workers assisting in the relief efforts in Guatemala.

Dr. Glenn S. Dumke, chancellor of The California State University and Colleges who visited the Guatemala projects conducted by Cal Poly, has asked participation in the relief efforts from all of the 19 campuses of the system.

San Luis Obispo-area churches and the American Red Cross also are soliciting

funds to aid in the recovery of Guatemala.

The Newman Club of Cal Poly has manned collection tables at Higuera and Chorro Sts. in San Luis Obispo on Thursday evenings and the Student Community Services plans to extend this method of solicitation this week.

Tamma Sigma Sigma, a Cal Poly student organization, has manned a special table at the campus dining hall in the evening hours in an effort to extend the opportunity for Cal Poly students, faculty, and staff to contribute.

Stronger Student Budgetary Control Aim Of Legislation

A bill has been introduced into the state legislature that would give student governments stronger control in handling their budget.

Assembly Bill No. 3039, by Republican Bruce Nestande of Orange County, clarifies the legal rights and responsibilities of the representative student government and the president of universities.

The bill is sponsored by California State University and Colleges Student Presidents' Association, (CSUCSPA).

According to Associated Student Inc. Pres. Mike Hurtado, the bill is a result of a court action San Jose State University's student government was involved in after they cut athletics completely out of the budget.

"The president of that university said that it would not be in line with the university's responsibility, and put funding for athletics back in the budget," said Hurtado.

"The students pursued it in court, where a superior judge ruled in favor of the university president's decision."

According to Hurtado Title V of the education code gives the president the right to delete any part of the student government budget because he is responsible for the legality of any auxiliary organization on a CSUC campus.

The new bill, introduced in the assembly on Feb. 10, involves three major points of law.

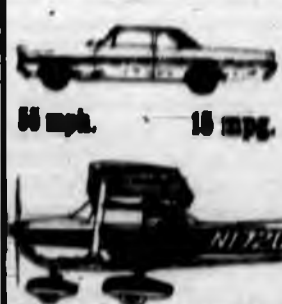
First, if a president deletes a part of the budget, he must notify the organization of his objections in writing, stating the exact policy that is in conflict.

Secondly, the remaining part of the budget must be implemented, and the objectionable section worked with separately.

And finally, unless the president provided a legal objection, he may not compel a student government to fund an activity they have chosen not to support.

The bill won't be heard in committee until March 10. Scott Plotkin, legislative advocate for the CSUCSPA, feels the bill will be resolved before the end of May. The bill would take effect Jan., 1977.

"Although many legislators support the concept of student control, there may be a big fight between the students and the Board of Trustees to influence the outcome of this legislation," Plotkin said.



55 mph. 15 mpg.


130 mph. 25 mpg.

Let us put you in the pilot's seat.

You can travel faster, with better gasoline mileage... an off-ly shorter, straight-line routes to thousands of destinations the airlines don't serve, as well as the hundreds they do.

We offer Coastal Pilot Education because we think it's the best. With an integrated curriculum that blends ground and flight training into a logical sequence for faster, easier learning.

If you're ready to make your business energy go further, see us. We've got the answer. And \$5.00 introductory flights.



Coastal Airlines Inc.
Edna Road
San Luis Obispo Airport
844-8464

LOOKING FOR SOMETHING SPECIAL?



IF IT'S A REALISTIC CAREER DEVELOPMENT PROGRAM WITH INITIAL RESPONSIBLE ASSIGNMENTS, YOU'VE FOUND IT!

Immediate OPENINGS FOR ENGINEERS

SHIP STRUCTURAL DESIGN • SHIPBOARD ELECTRICAL SYSTEMS DESIGN • SHIPBOARD ELECTRONICS SYSTEMS DESIGN & EVALUATION • SHIPBOARD MISSILE SYSTEMS EVALUATION • SHIP PROPULSION & PIPING SYSTEMS DESIGN • SHIPBOARD VENTILATION & AIR CONDITIONING SYSTEMS DESIGN • PRODUCTION & FACILITIES ENGINEERING

With **EXCELLENT FEDERAL SERVICE BENEFITS**

Our brochures are now available in the Placement Office. Sign up for an on-campus interview with our professional employment representative today!

LONG BEACH, CALIFORNIA 90822

Our employment representative will visit your campus Monday, March 1st. Please contact your Placement Office for an interview.

Hobbs' BAKERY

MEN'S

Pre Washed Denim Jeans
European Cuts
Saddlebacks
Side Cuts
Etc.

40% OFF

Thurs. Fri. Sat.
Sizes 26-33

Men's Western Style Shirts Kennington
Mad Man Impact All Tapered Body Fitting
Reg. to \$18.00 **\$10.99**
mostly med. sizes

Hobbs' BAKERY
Clothes for Guys In the Attic 848 Monterey

He's brought Bishop, Climax
Blues and Stills to Poly, but
Ken Gordon says there
should still be more shows.



EDWARD J. WILSON
ARCHITECT
200 Standard Bldg.
Framers Bldg.
1000 S. Main St., Valley Rd.

COPIES 3150
Overnight Service
FIND OUT
1000 S. Main St., Valley Rd.

NOW Do it Yourself Auto Wash

AMERICAN at MUFFLER

50c - 5 MIN.
VACUUMS
24 HOURS
25c MOTORCYCLE STALL
303 Marsh S.L.O. 544-1776

Hurley's

SPECIALS OF THE WEEK

HEAD SHAMPOO
Natural Balance pH 5.0

JOVAN
MUSK OIL
from \$4.00

TATAMIE ZORIES
Special \$1.89

Hurley's
University Square

by STEVEN CHURM
Daily Associate Editor
He slouched over the walnut table, frantically moving his fingers silently up and down the neck of an imaginary guitar.

Ed's Sports CENTER

BACKPACKING
*Kelly *Sunbird
*Gerry *Camptrail

FISHING
*Garcia *Diawa
*Fennwick *Penn
*Sitafon *Cortland
FROZEN & LIVE BAIT
FLY FISHING DEPT.
FLY TYING MATERIALS

HUNTING
*Browning *Savage
*Remington *Colt
*Ithaca *S&W
*Ruger
*Winchester
GUNSMITHING
SCOPES
CLOTHING
BOOTS

ARCHERY
*Bear *Wing
*Browning

Parking in rear of store
719 Higuera
544-2323
San Luis Obispo
We Buy Used Guns

Concert Idea Rocks

He kept impeccable rhythm to a toneless beat as he performed a one-man concert — oblivious to the late afternoon meeting.

Then he stopped, leaned back in his black swivel chair and right on cue said, "concerts are the only real money-makers on this campus."

"It's just simple logic. We can make a guaranteed return on our concert investment if we are just smart."

To get smart in the eyes of the silent guitarist Concert Committee Chairman Ken Gordon — the Associated Students Inc. just have to adopt his "money-making" proposal. The proposal is to create a full-time, non-student, \$6000 a year posi-

tion concert coordinator for ASI Concerts.

Why a salaried position when a 40-member ASI Concert Committee and chairman already exist?

"The music business today is like an acid trip at 90 miles per hour and it takes a professional to cope with it," Gordon said.

And Gordon — the concert czar as some unaffectionately call him — doesn't hide the fact he feels he is the most qualified for the job.

"If this position isn't created, kiss quality concerts off next year: I have devoted the time and energy, burning myself out laying the ground work for good quality concerts this year. I don't want that time to have been

wasted by appointing a new inexperienced concert chairman next year," the bearded Gordon said.

But Gordon's proposal is just that — at this stage.

The proposal — which Gordon says took two months to prepare — will remedy a number of problems that have plagued the quantity and quality of concerts in past years, according to Gordon.

According to the proposal, the coordinator "would provide the needed expertise, technical know-how and continuity and consistency in booking acts at reasonable prices."

All qualities Gordon insists, a "learning concert chairman" must first learn-by-doing. Gordon added, the handicap of "inexperience, limits the bargaining power of the chairman with high-powered professional booking agents."

Gordon officially presented his proposal to the ASI Programming Board Tuesday night during a hastily called executive session.

(Executive sessions are secret meetings — called to discuss either personnel matters or legal concerns — that prohibit the media or public from sitting in. This was the first time this year an executive session has been called by the board and it came as a surprise to most board members who were unclear as to what it was.)

PISMO BEACH THEATRE
250 Pomeroy 773-5819

Walter Mathau and George Burns

UP FOR 4 ACADEMY AWARDS

CO-HIT SMILE
Barbara Feldon Bruce Dern

ADULTS \$1.50
STUDENTS \$1.00
Monday Night Special 69c

BOX OFFICE OPENS 7:00

REDI WESTERN
Levi Lee Resistol Ditto Tony Lama
Acme Bailey Nocona
Love-it Wrangler

Atascadero 466-3112
Hours: 8:30-5:30
Thursday till 9:00

Paso Robles 238-3453
Hours: 8:30-6:00
Fridays till 8:00

Carpenteria
Hours: 9:00-6:00

King City 385-4272
Hours: 9:00-6:00

Special for February

All Store Clean Sweep Sale
10% Off all jewelry - turquoise, sterling silver
THE DRIVE IS WORTH THE BUYS
1/2 Off all Straw Hats, many more items

MORRO BAY

1c sale!
Feb. 22 thru March 7

Buy one of several varieties of fish
GET A SECOND ONE LIKE IT FOR ONLY A PENNY!

SCENIC COAST PET SHOP
1920 Main St.
772-8841
(Just North of Atascadero Rd.)



Daily photos by
MIKE SHAFER,
DAN COURTICE
AND
M. MACKINNON
(L to R)



Poly

Although this was the first time Gordon has presented his proposal outside the Concert Committee, critics have already begun to surface.

Critics of the proposal are wondering, out loud, what impact it will have on the ASI concert committee and its chairman.

One skeptic is Ole Meland, ASI Finance Chairman:

"There are 125 people in ASI programming and 40 members of concert committee. I am not sure in my own mind, the committee and the chairman can't do the job Gordon is proposing the coordinator will do," Meland said.

The committee as outlined in the ASI bylaws selects a concert act depending on their availability to play and access to campus facilities to stage the show. The committee forwards its concert proposal to ASI Programming Manager Steve Adams who handles formal contract negotiating and promotion of concerts.

But Gordon contends his proposal is not an attempt to drop the curtain on the committee's act — just make it more effective.

"There will still be a concert committee and a chairman who will work with the coordinator as his right hand. The difference will be that the coordinator will have the expertise necessary

in negotiating, promotion, publicity and actual production that the concert chairman lacks," Gordon said.

Expertise in negotiating contracts and promoting concerts is a job currently performed by Adams — paid and employed by the ASI.

This raises the question of duplicating an existing staff position by adopting Gordon's proposal — a costly trademark of some student bureaucracies ASI leaders say they want to avoid.

"I am not convinced there aren't qualified, paid people already in positions, the coordinator would duplicate," Meland said.

One such person is Adams.

Adams has almost 10 years experience — coordinating student activities, including concerts — under his belt. He presently handles all ticket sales, promotion and contract agreements for ASI events.

Adams and Roy Gersten, director of ASI business affairs, are the only two ASI staff members that are authorized to ink a contract with a fine arts performer.

Adams said he spends a solid week ironing out final equipment facility and ticket details before a gym concert "to insure the concerts smooth running."

But Gordon says this is not enough.

"Adams is spread too thin to realize the importance of concerts to this campus," Gordon said.

That importance is the money-making potential at-

See Concert Page 6

24 hr.

KINKO'S

SUNSET
THE GIANT SPIDER INVASION
CO-THRILLER
"STANLEY"

UNIVERSITY BARBER SHOP
University Square

Student Discount Cards Welcome
Open: Tues.-Sat.
8:30 a.m.-5:30 p.m.
Service by appointment,
too! Phone: 543-8253
892 Foothill
San Luis Obispo

3rd ANNIVERSARY SPECIAL

\$3.00 OFF
Any Pirelli Tire

WITH THIS AD

San Luis Tire

Brake and Alignment Service

2324 Broad Street
San Luis Obispo
BANKAMERICARD AND
MASTERCHARGE 544-3545



DELTA TAU RUSH IS ON

FOR THOSE OF YOU INTERESTED IN FINDING OUT
WHAT FRATERNITY LIFE IS ALL ABOUT, CALL
543-9656 for a schedule of social events.

Dance to the music of PUB HOUSE
at the Vets Hall
Friday Nite, Feb. 27

SPECIAL STUDENT AUTO INSURANCE

\$15,000/30,000 Bodily Injury and
\$5,000 Property Damage-Plus
Uninsured Motorist Coverage

MEN	WOMEN
18 - \$183.00	18 - \$157.00
19 - \$173.00	19 - \$157.00
20 - \$173.00	20 - \$146.00
21 - \$165.00	21 - \$146.00

*and who do not have a B average or better..

These rates apply to students who have carried a valid
California driver's license for three years with no
tickets and are taking twelve or more units.

Offered Exclusively in San Luis Obispo by
Strand-Murrel Agency

Motorcycle Insurance, too!
College Student Insurance Service

Drive by or call today for a quotation-Ph. 543-1

1124 Nipomo



Vivitar Series 1
70-210mm f3.5
AUTO ZOOM LENS

The first auto zoom lens for
35mm cameras with macro
focusing capabilities.
Focuses from 3" to in-
finity. Computer optimized
for maximum
performance.
Mounts avail-
able to fit most
popular 35mm
SLR cameras.



\$369.50

Sub Photo
899 Higuera St.



CAMPUS DO-NUTS

OPEN 24 HOURS
7 DAYS A WEEK

Phone 543-1736

13 Santa Rosa St.
San Luis Obispo, CA.

MID-STATE ELECTRONICS

For all your parts to build or repair anything electronic see Mid-State Electronics.

We carry a complete line of Sams books Plus test meters and tools.

Mid-State has the full line of super scope cassette recorders. We also have CB transmitters and CB equipment.

1141 Monterey 543-2770
San Luis Obispo



University of
San Fernando Valley

COLLEGE OF LAW

Announcing:
FALL SEMESTER 1976
• Full-time 3-year day program
• Part-time day and evening programs

The school is
FULLY ACCREDITED
by the Committee of Bar Examiners,
State Bar of California
Tel: (213) 894-5711

8353 Sepulveda Blvd. Sepulveda, Ca. 91343

24 HOUR PHOTO FINISHING

For Kodachrome and Black and White Films



**CAMPUS
CAMERA**

Central Coast's Most Complete Camera Store
744 Highway—Downtown San Luis Obispo
543-2647

The Cedars



Lebanese daily
Specials:
Cocktails
Live Entertainment
Hot Hors d'oeuvres
Happy Hour
Drinks 50c

10% discount for all dinners to all students and faculty
with Cal Poly I.D.
OFFER GOOD UNTIL END OF MARCH

Open daily for Breakfast, Lunch and Dinner
6:30 a.m. 'till 2 a.m.

1761 Monterey St.
San Luis Obispo
544-8895

Poly Democrats

An organizational meeting for the Cal Poly Democrats will be held Thursday, Feb. 26 at 11 a.m. in Rm. E47 of the science building. Anyone interested in helping in Tom Hayden's campaign for Senate is urged to come. For further information call 543-1239.

Intramural Tennis Tourney

A Mixed-Doubles Tennis Tournament is being held Sunday, February 29 at 9:00 a.m. in the Cal Poly tennis courts by the Men's Gym. This tennis tourney is open to all students except those participating on intercollegiate tennis teams — women's or men's. The entry fee to get in on the tourney, sponsored by the Intramurals sports class, is one new can of tennis balls.

Shorter Placement Hours

The Placement Center will be keeping shorter hours for the next few weeks, until March 12 due to an increase of paper work.

Located in Rm. 219 of the Administration Building, the Placement Center will be open 8 a.m. until noon and 1 p.m. until 4 p.m. daily.

Ski Seminar

The Outings Committee and Mountain Air Sport Shop are sponsoring a ski touring seminar on Feb. 27 from 7 to 9:30 p.m. in Rm. 220 of the University Union.

The Seminar will cover cross country skiing, ski techniques, a technical discussion on equipment, the basics of mountaineering and winter survival skills, and a waxing demonstration. Movies and a slide show will also be presented.

Annual Catapult Contest

Engineering and Technology Council's Annual Catapult Contest will be held today at University Hour. The event will be at the all weather track behind the Men's gym to give the contestants more room to fire the catapults.

The event is part of the observance of National Engineers Week.

DJ's In Milking Contest

A host of local disc jockeys will be on hand today at 11 a.m. for a Cow Milking contest.

Such familiar names as Jojo Ryan of KATV, Captain Buffoon of KSLV and Missie Pires of KSBY-TV, among others, will gather in the plaza of the University Union to test their cow milking skills.

Sponsored by the Los Lacheros dairy club, the contest will consist of six 30-second milking periods, and contestants will be judged by the amount of milk collected. Presentation of awards will follow the contest.

Week of Welcome Workshop

Anyone interested in becoming a Week of Welcome (WOW) counselor must attend the workshop Feb. 28 from 11:30 a.m. to 4 p.m. in Crandall Gym.

The workshop will cover basic counselor fundamentals and socializing activities.

Please bring a pencil and wear comfortable clothes and soft-soled shoes. The workshop is mandatory if you want to be a WOW counselor.

Skydiving Club

The Stratostars, Cal Poly's new skydiving club, will hold its second organizational meeting and membership drive on Thursday, Feb. 26 at 9 p.m. in Rm. 220 of the University Union.

All interested and/or curious students are encouraged to attend. A film on skydiving will be shown and future plans discussed.

PALS General Meeting

There will be a general meeting of PALS on Feb. 26 at 7 p.m. in UU 219.

Activities for next quarter will be discussed. PALS is in need of volunteers who live in the South county.

PALS is a Student Community Service project for students who want to spend a little time working with fatherless or motherless children.

Examining The Business Of Business

Those folks who make business their business are holding a seminar today and tomorrow to take a comprehensive look at, what else?, business.

The Society for the Advancement of Management, a business club, is the sponsor of a two-day seminar which will bring some of the top businessmen in the state to Cal Poly, to share secrets, give job-finding advice and relate some of the experience they've gained fighting financial wars over the years.

The theme of the seminar—the 10th annual for SAM — is "Future Application of Business Fundamentals." The special focus of the seminar will be the outlook for employment within each of the businessman's industry and company.

The speakers will talk to individual business classes throughout the two days and will be available at times for informal conversation with students. Anybody is welcome to sit in on the talks.

(A schedule of all speakers, the times they will speak and the rooms they will speak in, is now posted in the lobby of the Business Administration and Education Building. An information booth is also set up in the same lobby to field questions.)

There will be a luncheon today as part of the seminar in Chumash Auditorium. The price of the chicken dinner is \$1 for general eaters, \$2 for SAM members and students with meal tickets will get an 85 cent discount.

Dr. Paul Cone, director of the Systems Management Center at the University of Southern California will be the keynote speaker.

Besides Cone, the roster of speakers who will take part in the seminar includes:

Robert Vanderlip, senior vice-president of the Title Insurance Corporation.

James Considine, a 1969 grad of Poly who was a distinguished alum last year.

Edward Barker, senior vice-president of California Federal Savings and Loan.

John Thoralev, Assistant regional commissioner of the Office of Education.

Dorothy Fowler of California Occupational Safety and Health Act.

And about 15 other equally qualified speakers.

FILL 'EM UP SPECIAL!

Friday, Saturday and Sunday
Feb. 27, 28, and 29

4 Mama Burgers &
½-Gal. A&W Root Beer

Only \$1.98

Offer also good in
Hemp Beach
and
Arroyo Grande



Save
\$1.27

— Open 10:00 a.m. to 8:00 p.m. —



Phone 543-2363
374 Santa Rosa Street
San Luis Obispo

Concerts: A New Idea

Continued from Page 3

tached to quality acts Gordon is convinced students are willing to pay reasonable ticket prices to see. Quality acts like Fleetwood Mac, Peter Frampton, Johnny Winter and Loggins and Messina can only be brought to Cal Poly by a coordinator according to Gordon.

Gordon contends booking quality acts will in turn sell more tickets to pay for his salary and office expenses — \$7,000 a year — the coordinator would need.

"Enough profit can be made off each show to pay all expenses and show a net profit to the ASI without jacking up the ticket price. Students would be gaining from better shows, while at the same time the ASI would benefit by being able to fund new and existing programs," Gordon said.

To turn the profit Gordon invisions, the coordinator will have to overcome a big problem: the lack of

available facilities to put on "quality shows."

The state presently offers the ASI two dates in the Men's Gym per quarter for fine arts production, including concerts and lectures.

"If there was a coordinator he could deal from a position of strength with booking agents. Since the coordinator would be around for more than a year he could afford to pick and choose his acts more carefully getting the lowest price possible. He then could offer quality acts at reasonable prices and sell out, making a profit," Gordon said.

A similar paid programming position booking just fine arts entertainment has worked at University of California at Santa Barbara according to Gordon. But many obstacles need to be ironed out before such a position becomes a reality at Cal Poly.

Swim Finals Here Today

Defending national NCAA Division II swimming champion Cal State Northridge is a prohibitive favorite to annex its fifth straight California Collegiate Athletic Association championship when the annual meet begins a three-day run here today.

The Matadors are such an odds on choice that Dick Anderson, coach of the hosting Cal Poly, SLO team, said, "Northridge could defeat a combined entry from all the other schools in the conference. In fact, CSN's second team might be able to win it."

Preliminary sessions are scheduled at 10 a.m. Thursday, Friday and Saturday with finals in six events to be contested starting at 3 p.m. each day.

Competition will be held in the Cal Poly outdoor swimming pool adjacent to the Physical Education Building. Admission will be \$1 for the general public and 50 cents for students for each day.

Bettering the 1975 meet held at Pomona

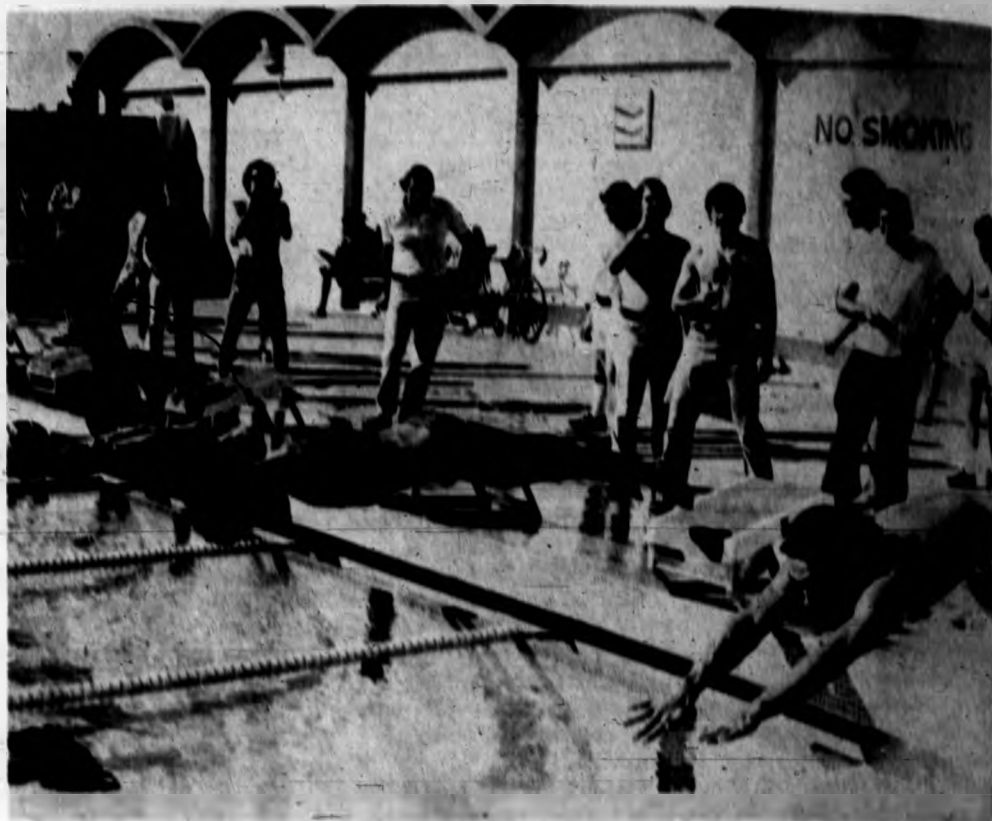
will take some doing. Then 16 new records were set. But there's plenty of potential for more record smashing this year.

Nine champions are back to defend their titles and either the defending champs or some other entrant has bettered or threatened the CCAA records in eight events thus far this season.

Cal Poly's key men are San Luis Obispo product Rick Prier in the freestyle sprints, Greg Rockenbach in the breaststroke and Russ Frazier in the 400 individual medley. The trio earned All-American status in 1975 by placing in the nationals.

Prier is the defending champion and record holder in the 100 freestyle with a 47.947 mark. Rockenbach set the 200 breaststroke standard a year ago at 2:15.163.

Northridge is led by All-Americans John Larson in the 200 individual medley and 100 butterfly and Robert Giona 400 medley and 200 backstroke.



Getting In the Swim

Poly Favored In Regionals

Armed with four returning place winners off last year's NCAA Division I Western Regional championship team, Cal Poly heads for Greeley, Colo. this weekend as the heavy favorite to successfully defend its title.

A year ago the Mustangs of Coach Vaughan Hitchcock captured five individual championships, one second and two thirds and failed to place in only two weight classes—190 and heavyweight.

Poly scored 132 and one-half points to whip defending champion Portland State by a 36-point margin. The Vikings had won the Western Regional all three years since its inception in 1972 as a qualifying meet for

the NCAA Division I nationals.

The 1975 season was the first for Poly in NCAA Division I and after capturing Western Regional honors the Mustangs went on to an eight place finish at Princeton, N.J.

Returning are 118-pound champion Mark DeGirolamo, 177-pound runner-up Sythell Thompson, Ron McKinney, a third place finisher at 134 who is now competing at 142, and the coach's son, Steve Hitchcock, third at 150.

Benje Williams is the only Cal Poly wrestler who has dropped a weight class for the regional tournament. The classy Lompoc freshman has dipped to the 126-pound division and won

the assignment by defeating Roger Flook, the Poly regular at that weight all season, in a challenge match.

With Williams moving to 126 it opened the 134-pound assignment for Grant Arnold who will bring a 15-1 record into the tournament. Arnold, an NCAA Division II runnerup in 1974, redshirted last season and has alternated with Williams and McKinney in competition this season.

Senior Dennis Bardale, who was dismissed from the team several weeks ago after a disagreement with the coach, has been reinstated and will represent the Mustangs at 158.

Poly SID In Sports Illustrated

Somewhere between the article on the Nevada Las Vegas basketball team, and the piece on the Winter Olympics, Cal Poly had its day in Sports Illustrated last week.

In the scorecard section of the world renowned magazine, a few paragraphs concerning Wayne Shaw and his antics in picking the point spread of Poly women's basketball games appeared.

Several weeks ago the Sports Information Director picked UCLA over Poly by a phenomenal 62 points. UCLA proved the SID right by winning by that exact margin. Sports Illustrated felt the incident deserved a

few amusing paragraphs. So did John Hall, sports columnist of the LA Times, who had earlier mentioned it in his column.

Shaw is providing a lot of people with a few laughs and, perhaps, embarrassing the Bruins women's basketball team. A team that needs about as little publicity as possible.

This week the women travel to UCLA's Pauley Pavilion for a rematch. Shaw, noting the Bruins home court advantage, has listed UCLA a 76 point favorite. Sports Illustrated will, undoubtedly, be anxiously awaiting the outcome. If the margin is 76 points, it could be a cover story.

CATTLEMAN'S PRIDE

"From the Cattleman to you, the Consumer"

205 Higuera
AT SOUTH ST., SLO
541-1852

OPEN
9-6
MON.-SAT.

625 E. Main
SANTA MARIA
922-6644

Prices good to March 3, 1976

GROUND BEEF SPECIALS

5 lb. Bag of Bulk
or
5-lb. Bag Patties
in one lb. packages
your choice
59c lb.

Cattleman's Pride Special Expires 3/3/76

SLOCO Introduces ECONOMY BEEF

Extra Lean 'n tasty at an Extra Low Cost

PORTERHOUSE OR T-BONE STEAK	\$1.39 lb.
BONE IN SIRLOIN STEAK	\$1.29 lb.
RIB STEAK	.98c lb.
ROUND STEAK	.98c lb.
TIP STEAK	\$1.49 lb.

Chuck ROAST
69c lb.

Fresh and Frozen FISH From Morro Bay

O-Bone ROAST
89c lb.

From Our DELI CASE, A Large Selection of Domestic and Imported

CHEESE Bagels and Rye Bread

FREE SAMPLES

Of SLOCO FED BEEF
After 3p.m. Wed. thru Sat.

BEEF

TOP ROUND STEAK	\$1.39
FULL CUT ROUND STEAK	\$1.19
BOTTOM ROUND ROAST	\$1.29
RUMP ROAST	\$1.49
TIP ROAST	\$1.59

SUPER SAVINGS ON VEAL

VEAL SHOULDER STEAK 69c lb.	VEAL RIB STEAKS \$1.29 lb.
VEAL SHOULDER ROAST 79c lb.	VEAL FULL CUT ROUND STEAK \$1.69 lb.
VEAL T-BONES \$1.59 lb.	VEAL SCALLOPINI 1.98 lb.
VEAL STEW \$1.39 lb.	LEAN GROUND VEAL 98c lb.